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PIX WARY OF STAGE'S EDGE

FILMS REALIZE NEED FOR SOCK

Producers Sense B.O. Danger in Going to Nanby-Pamby—Yarns Being Submitted Are Mostly Sappy

S.A. GIRLS' WORRY

Hollywood, July 23. Seeing a canker to the boxoffice if the screen goes Pollyanna in the industry's endeavor to clean up, producers claim there'll still be a sock in the film coming out of Hollywood regardless of the anti-film drive.

Top studio execs are of the opinion that stories can carry weight and audience appeal and, at the same time pass muster on the dirt angle.

Despite this generally expressed opinion several of the studios have their readers browsing through types of stories that might have been hot potatoes at the reading clubs half century ago. The yarns being submitted to the studios since the aphrodisiac campaign are about pretty sappy. Writers seem to (Continued on page 2)

Frank Tinney Priming For a Comeback—But Via Radio, Not Stage

Confidence that Frank Tinney will stage a comeback is expressed by friends who have been in contact with him. It and when he is ready Tinney would go on the air, rather than return to the stage. There are several radio spots available, according to Max Hutz, who formerly agitated the comedian.

Tinney resides in South Philadelphia, riding a bicycle daily and working out in a gymnasium regularly. His sense of humor appears as keen as ever and in physical appearance is excellent.

Making a Chump Of an Old Adage

Charlotte, N. C., July 23. For the second time this summer lightning has struck the antenna of WPT, smashing the multibillion that support it and interfering with broadcasts.

As during an electric storm earlier in the summer, emergency rain quickly replaced the shattered insulators and the programs were resumed with a loss of but one hour of afternoon time.

And now WPT can prove that lightning does strike in the same place twice.

Pure

Hollywood, July 23. Formula to be followed by producers to avoid run-ins with reformers and censors was described by an executive as follows:

The leading woman must start out good, stay good and be whitewashed for the finish.

SUMMER STOCKS CHARY OF PRESS

Some legit producers resent the practice of reviewers on New York dailies covering try-outs in the small summer theatres. They contend that such showings are experimental, not ready for press reviews, principally being shown for purposes of audience reaction and the detection of script or cast weaknesses.

Some rural theatre managers are even refusing admittance to critics connected with dailies and producers, when arranging summer dates, are known to stipulate that no press commentators be permitted to attend try-outs. That, however, does not appear to apply to Westport, at least so far as Robert Garland, critic for the N. Y. World Telegram, is concerned. He is covering now shows at that spot and intends writing reviews of all new shows tried there and possibly elsewhere.

Critics apparently welcome there regardless of producers' objections. Last season he headed at least two attractions which later came to Broadway. Lawrence Langner was concerned in the writing of both, he also operating the Westport break-in spot.

New Husband Helps

Wanderwell's Widow

Baltimore, July 23. Aloha Wanderwell, widow of Capt. Walter Wanderwell, Polish world traveler whose anguished murder on his yacht on August 22 last was played up plenty by press, is making personals at small auto houses in these parts on pay-continue.

Act consists of a spread of her travels, travels and adventures. Her present husband sold her automobile in lobby.

The Winnah!

Baltimore, July 23. Spinlaxi Eilat, theatrical manager, thought leaders of Hungarian thought asking them to reply to the question who are the three persons they would save in a shipwreck out of twenty-five of the world's leading contemporary great men. Captain got majority of votes.

Near N. Y. Niteries Cutting Elaborate Shows, Name Bands

Flock of Jersey, Westchester and Long Island niteries catering to the metropolitan area, which have started out with elaborate floor shows, personality talent, name bands, etc., are hoovering. Bils hasn't materialized although there are a few notable exceptions.

But for the rest, notably the pseudo-swank spots aiming for memberships, it's been chiefly week-end trade and the places can't thrive on that alone. Particularly if the talent isn't fancy.

What k.o'd the bang-bang road-houses in their expectations was the hope for an o.k. on gambling, but that's tightened up suddenly with the word out that casinos are taboo.

HARVEY'S PARIS LEGIT UNDER TENT

Budapest, July 23. Report here is that Lilian Harvey has been set for a legit show in Paris at the Cirque d'Eliver. Show is "Star of the Circus," current local smash and strongest h.o. legit in local history.

Play by Fekete, is staged in a circus ring and has circus acts wound around a legit drama. Marika Rokk stars in it locally, the role for which Miss Harvey is underdogged set for the French production.

On the theory that the now familiar type of circus entertainment can stand a new twist, Billy Rose's Broadway Circus, an idea which Rose has been nurturing for some time, will get under way when the producer sails within the next fortnight. He goes to meet Jack Curtis and Harry Foster in London and will line up novelties, talent, et al. with a view of getting this revenue-circus under way.

The idea is to bring vaudeville production values to the circus under canvas.

AUTOGRAPH RACKET

Kids in Hollywood Loose Leaf 'Em In Order to Sell

Hollywood, July 23. Kids and know-nothings who dog the tracks of picture players for autographs are making a racket of what was once a hobby. Signs are no longer penciled in note books but in loose leaf and the autographs sold by tourists at as high as one buck. Tesser lights are down to a quarter.

Brown Derby gets the heavenly glow around the town house.

Sign of the Times?

When Fairy Soap undertakes an extensive advertising campaign on its product soon, the ads will be minus the famous slogan: "Have you a little Fairy in your home?"

RIOT SCENES BEING SLICED

Another frot for film men is the increasingly drastic cuts being made in newsreels by almost all foreign countries. In several instances recently, especially in Japan, the cuts were as much as 300 to 400 feet per reel.

It's the rioting around the world that's making the trouble. Paramount and Fox reels are the ones that seemingly have gone in for this coverage to a greater extent and use less library material.

Various countries seem to be afraid of showing the rough or inflammatory items because of a belief it may incite. Worst censoring in addition to Japan has been felt in India, the Straits Settlements and other Far East territories, although every country in Europe and South America has recently thumbed some sequences despite that the reel companies had already penciled some stuff on their own in most countries, especially in the case of local items. Thus in Germany, rough stuff by Germans can't be shown and ditto in France or Italy.

SHIRLEY TEMPLE DRAWS TO 2 KINDS OF WINDOWS

Hollywood, July 23. Lure for the average layman of anyone connected with pictures has been turned into cash by the California Bank. Neighborhood branch of this bank has increased its receipts a reported 20% in the past few months through the presence of George F. Temple, banker father of Shirley Temple.

Temple, manager of the branch, is shaking hands with dozens of new customers who are entering the bank because they can personally meet the father of a film star. Temple has no secretary and his desk is in a prominent spot, so they all stop to talk it over.

Bank hands were quick to capitalize on Temple's prominence as a father. Large photographs of Shirley handing her paycheck to her father for deposit were displayed in the institution's numerous branches. Child's entire family is becoming a part of the picture business. Her mother handles the Fox star on the east—her 13-year-old brother has charge of her fan mail, but another brother, 15, hasn't even got on the screen in two years.

LIBERAL STAGE MAY DOMINATE

Legit May Be Nation's Sole 'Adult' Entertainment if Films Go Milk and Honey—Stage and Book Publishing Both Have Been Through Bluenose Attacks

VAUDE BENEFIT?

Broadway is hoping for the best season in years. While the picture business is contending with church and other reform movements, legit showmen are girding themselves to handle what they think will be a spurt of interest in 'adult' stage entertainment.

If the theory expressed by Broadway legit men works out it indicates that the anti-picture drive (Continued on page 3)

Broadcast from a N. J. Nudist Camp Almost Happened but for AT&T

Because American Telephone & Telegraph company wanted \$4,000 to put in a leased wire there will be no broadcast from a New Jersey nudist colony located 40 miles from New York City.

WMCA, New York, had a stunt all framed to broadcast from the colony with the announcer and engineer to undress along with the aqua side nudists.

Station had visions of a swell promotional stunt and plenty of publicity—but figured the line wouldn't cost over \$300. Phone company estimate called for smelting salts and complete shipment of enthusiasm for the act.

Svenska Mebbe but Nix On Nazi or Vodka for R.C.

Declaring a German building off as part of Radio City, which now has French and British buildings facing Fifth Avenue, and the Italian Bldg. under construction, the Radiofolks can't decide on a substitute. Hiding behind the Moon Hall for a 30-story skyscraper in the center of the block, calls for two more international buildings to front on Fifth. One will be the Radio.

What was to have been German, may become the Scandinavian Bldg.—Radiofolks interests, saying an idea for a German building are also reported skeptical of a Russian building.

TELEVISION'S MONEY NEEDS

Use Listening Habit Replies to Test Follow-up Sales Influence

Radio's constant striving to prove its case as an effective salesman has developed a new supplementary survey designed to trace actual sales in addition to program listening habits, the usual province of radio surveys.

New form of survey called the "coincidental method" has been used extensively only for the past few months and by only a limited number of radio advertisers through the Ross Federal Service. It experimentally verified on a wide scale it is possible the technique will be generally adopted within the radio industry.

Coincidental method takes the data obtained from the more orthodox radio surveys made to establish listening habits and makes a secondary survey of the persons giving affirmative replies.

Complete procedure is as follows:

Names picked at random from telephone directory in a fixed ratio to total population of city under survey are telephoned one minute after given program goes on air and during the rest of the

time the program is in progress. These questions are asked:

- (1) Do you own a radio?
- (2) Is it turned on right now?
- (3) Do you know the name of the station?
- (4) Do you know the name of the program?
- (5) Do you know the name of the sponsor?

This is made the next day. Out of the replies of those reported as listening to the particular station and program in question the survey then taken one-half the number and makes a repeat telephone call the next day. These questions are asked (substantially):

- (1) What make of automobile do you use?
- (2) What kind of gas is now in the tank?
- (3) How long have you been using that brand?

While naturally modified according to the product, the purpose of the coincidental or secondary check is to find out, if possible, what influence, if any, in buying habits is resulting among those persons who admittedly listen to the sponsor's radio program.

\$368,000,000 TO GET GOING

Alfred J. McCosker Estimates Required Investment in Sets, Transmitters and Programs—Believe Television Technically Possible in '35

IS TIME RIPE?

Assuming that practical receiving sets for television can be retailed at \$300 a set, at least 700,000 sets would have to be sold to the public at an initial investment of \$210,000,000 before the nucleus of television broadcasting as an industry would be laid.

This declaration has been made by Alfred J. McCosker, head of WOR, Newark, and president of the National Association of Broadcasters, in a reply to a questionnaire submitted by Leon Litt, television researcher, who has been checking official opinion as to the claimed possibility of practical television late in 1935.

McCosker's estimates are that 80 transmitting stations would have to be established to service a television-equipped public and that the capital investment required for those transmitters would be \$40,000,000, while the programming of those outlets would cost \$55,000,000 annually. WOR alone, if operating on a television basis, would have to prepare 11,000 shows of 15 and 30-minute duration per annum.

Thus McCosker's estimate of the preliminary financial investment confronting television can be summed up:

Sets	\$210,000,000
Stations	40,000,000
Programs	55,000,000
	\$305,000,000

It is stated that broadcasting today operates on a capitalization of about \$25,000,000.

Advocates of a more determined development of television than has been typical to date seem to feel that their prophecy of practical television by late 1935 is logical and possible in view of recent technical improvements. However, the multi-faceted policy of RCA-Victor is to delay television until a time deemed more propitious for introduction of so radical an innovation.

Public acceptance of television programs and with that advertising sponsorship of television are the two unknown quantities. Part of Litt's research has been an effort to ascertain advertisers' attitude toward such sponsorship.

Hearst's Radio Expansion

Chicago, July 23.

Discounting all previous reports, it appears that William Randolph Hearst is out in earnest at present to build his own group of stations in important key spots of the country. Formerly merely a plaything with Hearst, radio today is shaping as a very important factor in Hearst's plans.

In most cities Hearst is using radio as an adjunct of his newspapers, but there is evidence that Hearst will go into towns with transmitters where he has no newspaper of his own, expecting to start his own news-sheet or to make an alliance with some paper already established.

Hearst now owns or operates seven transmitters reaching from coast to coast, the more important being WJNB in New York, WCAG in Pittsburgh, KYW in Chicago, WISN in Milwaukee, KYA in San Francisco and two transmitters in Los Angeles are readying. This is the basis from which the new Hearst web is to rise. KYW moves to Philadelphia in October, returning to Westinghouse ownership and operation. But it is understood that Hearst is negotiating to continue operation of the transmitter in Philly even though he has no newspaper in that town.

Meanwhile Hearst is busy scouting for a station to replace KYW in this, his second most important stronghold. He made a bid of \$100,000 for WCFM, the Labor Station, but was rejected. He negotiated with Ralph Adams for a possible takeover of WIND in Gary but nothing came of it. And now it is reported there has been some dickerings with WAAF, a small low-wattage, on part-time license.

Publishers Seek Radio Licenses, Want Air Protection Against Scoops; Advertising Losses, Politics Figure

Washington, July 23.

Newspaper publishers in various sections of the country are seeking broadcasting facilities as part of a new tactical opposition to radio advertising. It is clearly indicated by applications now pending before the Federal Communications Commission.

While officials of the new commission on principle refuse to discuss matters which are pending, it is known that a large number of applications for the purchase of operating stations and the erection of a few new ones have been filed in recent weeks.

In the past few months several stations have been acquired by newspaper publishers.

Papers want the stations, it was explained, because radio has been cutting heavily into the advertising receipts and to protect themselves from news scoops on important local events.

Papers are also seeking new ways to build up circulation and many publishers have decided that the hated radio is a swell bet on the promotional angle.

It is said that the applications of the newspapers are being closely scanned by political leaders in Washington.

V.P. Fox of WMCA Out

J. Leslie Fox is out of WMCA, New York. He joined the Storor station only two months ago after resigning as general manager of WSM, Nashville, to accept the post of v.p. in charge of sales with WMCA.

His duties are being assumed by Earl Kilpe who is salesman-in-chief for the Storor group of seven stations.

A number of minor employees among announcers and program staff also are out at WMCA.

Phyllis Bader Ill

Omaha, July 23.

New program director at WAAR is James Douglas, who takes the place of Phyllis Bader for a month or so from July 15. Miss Bader is coming to recover her health, which is impaired by a condition of general debility and near nervousness.

Douglas has been just lately attached to the studio in the capacity of studio director and salesman.

Radio Eds Convene Same Time and Place as NAB

Pittsburgh, July 23.

Darrell V. Martin, radio ed. of Pittsburgh Post-Gazette and secretary of National Association of Radio Editors, announced group will convene in Cincinnati for a two-day session Sept. 14 and 15 during NAB gathering. NARE consists of 75 radio columnists on duties throughout the country.

L. C. Bragdon, of the New York Sun, president of the association, will preside. Martin says part of the proceedings will be broadcast by one of the networks.

Jack Benny East

Hollywood, July 23.

Jack Benny, having finished Transatlantic Merry-Go-Round for Edward Small, leaves with his wife, Mary Livingston, Friday (27) for New York to continue his radio broadcasting.

Turner Quits KYW

Chicago, July 23.

Ulmer Turner has severed connections with KYW as the station's press agent.

Turner, however, remains editor of the radio department of the Hearst morning rag, Herald and Examiner.

Radio Scoops Frisco Dailies

Bitterness on News During General Strike—U. P.'s Wrong Tip to Stations

San Francisco, July 23.

Frisco's general strike opened up that news gathering controversy between dailies and broadcasters again, when Don Lee's KFRG and Ralph Burton's KJBB began decisively scooping the papers on nearly every major development of the walkout.

Decision of a general strike, for instance, was on the air about quarter of an hour before the papers had it on the streets.

Bad words developed between the stations and Scripps-Howard News and Hearst's Examiner as a result

of a Press Radio Bureau item with a Frisco dateline which stated street carmen would strike last Friday noon daily and a half before they actually did.

Item came from the papers and press associations, and KFRG, KJBB and KJBC's KGO used the item, only to find it was incorrect when the News and Examiner ran front-page stories panning "sneaky" radio news reports. When confronted with their own news item, which came from United Press, dailies refused to do anything about it.

SUMMER LULL HITS AIR BUNCH

Midsummer doldrums set in officially for the Manhattan radio colony this week with the departure, consummated or imminent, of practically every radio editor in New York plus a wide assortment of executives, advertising officials, performers, and radioites generally.

Mike Porter of the N.Y. Journal is cruising in his 35-foot boat for a fortnight. Orrin Dunlop has gone to Niagara, Louis Reid (American) to Bermuda, Jo Hanson (Brooklyn Eagle) to the World's Fair, Alton Cook (World-Telegram) to Virginia, Aaron Stein (Post) to the mountains. Latter will have no substitutes on the Post while away. Porter has guest columnists and the World-Telegram radio staff is being written from Chicago by a midwestern commentator.

G. W. (Johnny) Johnstone of NBC scrambled to take advantage of the radio columnist moratorium. Other press agents also decided it was an ideal opportunity to get in some relaxation.

McMurtrie With Storor Network Starting Aug. 5

Burt McMurtrie, formerly head of the commercial program department for Columbia Broadcasting system, joins WMCA and the new American Network Aug. 5.

He will be in charge of the program division for the seven station network. George Storor made the appointment.

Joins Natl. Fertilizer

Chicago, July 23.

Jerome Henry has resigned from the local NBC press department, effective Aug. 15. Henry, who has been handling farm publicity, moves out of show business to join the National Fertilizer Association in charge of public relations. His new job calls for a shift to Washington.

Henry's leaving marks the third departure from the NBC press office here in two months, the others who left being Jim Cook and Tom Flaherty.

KECA Power Boost Seen As NBC, Gold Net Revival

Los Angeles, July 23.

Petition of Earle C. Anthony to the Communications Commission for the second power increase for KECA is interpreted here as a move to impress NBC and with the hope that NBC will revive the gold network, which was dropped two years ago. This would give the web two commercial outlets. Station is being fed only sustenance.

Neighbors within a mile radius of KECA's downtown transmitter are circulating a protest, claiming that increase would make reception from other stations just a helping of static.

RUBY KEELER'S SISTER

IN WMCA AIR DEBUT

Margie Keeler, heretofore a dancer in vaude and cafes, makes her radio debut over WMCA, New York, as a singer with the Heat Waves Trio.

She is a sister of Ruby Keeler Johnson.

Penn Tobacco Takes on WBBM Baseball Account

Chicago, July 20.

After five years of sponsoring the WBBM baseball play-by-play broadcasts, Prima beer last week stepped out of the picture. It followed a mutual agreement to cancel the standing contract between the brewery and the transmitter.

However, the broadcasts were immediately sold to a new sponsor, the Penn Tobacco Company of Wilkes-Barre. Company will plug its Kentucky pipe tobacco and its new cigarette, the Kentucky Winner, which is expected to be on sale in Chicago in about two weeks.

Femme News Spieler

WOR, Newark, is introducing a woman news commentator, Sophia Singer.

She starts July 30 and will spiel Mondays at 10:30 a.m.

WEGD, Elmira, N. Y., has gone on summer operating schedule—slight period from 2 p.m. to 5 p.m. Cuckoo was inaugurated last year.

A man like Hitler," explained, had been in of economic and political for fifteen years, with cabinets stalemated be-

(Continued on p.

(Continued on page 38)

L.A. STILL ON THE CUFF

\$25-\$40 Agency Jobs Carry Twist; Radio Actor May Not Work Elsewhere

Several of the major ad agencies have developed the practice of binding their talent to exclusive service contracts, regardless of the amount of the weekly remuneration. Attitude assumed by these agencies is that the artist, either agreed to work on no outside commercial programs or there's no contract.

Exclusive service clause holds as long as the warbler or actor draws some sort of stipend from the agency. In some cases these agencies don't take the trouble to state the restriction through a contract. If the player's personality means something to the program he's just told to lay off outside mike contacts or somebody else will be found for the assignment.

One agency with several round-the-clock shows stipulates the exclusive idea with everybody it engages and there include the dramatic and comedy bit readers whose income from this connection doesn't extend beyond the \$25 or \$40 they collect for a single weekly program. The agency guarantees nothing outside of this one program.

CASA LOMA 1ST OF LEHN & FINK BANDS

Casa Loma orchestra Sunday (22) was the first of a series of name bands which started the new 'Hall of Fame' radio series on NBC for Lehn & Fink. Tommy Rockwell and the M. C. A. have booked the majority of the bands, with Gus Arnheim and Ernie Madriguera booking independently.

Rockwell-O'Keefe have Dick Hunter, Duke Ellington and Dorsey Bros. slated for certain Sundays. Florito, Arnheim, Madriguera, Rector, Weems and Hal Kemp are the others booked.

Following these weeks of name bands, an idea of 14 weeks of name guest artists may be the coming program motif for Lehn & Fink. Rockwell-O'Keefe to book probably.

GEN'L MILLS' NEW POLICY

Alters Program Ideas — Sponsors 45-Minute Concerts

St. Paul, July 23. Beginning this morning (23) at 1:15, General Mills goes on WCCO, local CBS outlet, with 45 minutes of music, a departure from the usual short-period morning broadcast by the flour and cereal dispenser.

G. M. execs figure that good music will get some women listeners all the time and all of them some at the time—and eliminate the present dial-twirling devices which recent the frequent plugs characterizing the briefings. Hence monopolizing the 45 minutes.

Present set-up goes on three times weekly, Mondays, Tuesday and Thursday, for 13 weeks. Studio has Jack Malarchuk, 12-piece orchestra, the Triple Threat group of five artists which include a male trio with a soprano and Earl McNaughton at the piano or organ, depending on the stuff they're dishing out. Betty Crocker, who does the grabbing on the merits of the General Mills products, will have forth do her spiel only the Friday morning period.

WHK's New Manager

Akron, July 23. A pioneer in the field of radio, H. R. Carpenter, formerly of Akron, has been named manager of WHK, Cleveland. His appointment becomes effective July 28. Carpenter will go to Cleveland from station WPTF at Raleigh, N. C., where he has been manager.

Pleasing Pontiac

Pontiac is on the way to ousting Schlicht from its champion standing as an auditioner of programs.

Car account by July 11 had listened to 28 different program prospects for the half hour Sunday evening spot it has contracted for with NBC. Web wiped eight of these auditions into the client's Detroit office in one day.

Provident Insurance Dramatizing Benefits On Nation-Wide Web

Philadelphia, July 23.

Provident Mutual Insurance is readying a ride on 35 outlets, coast-to-coast, with a fifteen-minute script show commencing in September, for ten weeks.

Idea of dramatized stories from the claims files of the company was sold by Sam Lewis, and network arrangements are the result of extensive spot broadcasting tests last spring. Scripts will be penned by Walter Mayberry and Ada Gover. Client is undecided as to chain to be used, although tendency is toward CBS, since plan is to pipe shows from the insurance company's own auditorium in Philly. Columbia can eliminate wire charges by using key station WCAU.

Show was sold direct by Lewis, who will act as agency on time purchases.

DEATH, RESIGNATION, SHIFTS KOIL STAFF

Omaha, July 23.

Staff meeting of personnel of Omaha station of KOIL and KFAB called last Monday (16) by Manager John Henry for purpose of resigning week caused by changing personnel and death of Walter Vogt and enforced absence of Paul Luther.

Duane Gaither was appointed program director, the post held the past year by Vogt. Gaither has been member of the announcing staff past two years, and also well known as half the Duane and Sally team, other half being Mrs. Gaither (Sally Fitzgerald) also of the studio.

Arthur Faust was appointed dramatic director, the post left by Hart Jenks when he resigned to devote his full time to his Folio Players repertory. Faust joined the staff on Jenks' resignation first of June, and formerly a stock and vaude actor.

Manager Henry announced Omaha studios will this year present the dramatic programs in the afternoon in contrast to the heretofore policy of the late evening hours. Reason is to permit building for commercial use, as no sponsors interested in late hours. Dramatic schedule would be resumed until September.

Two-Places-at-Once For Everett Marshall

Shubert's production of 'Cyrano de Bergerac' will have Everett Marshall in the cast, which may complicate matters for the dramatic productions, whose original 12 weeks have been extended for 35 more on August 19 (25).

That's an 11:30-2 p.m. air show, and the sponsors will try to work out a deal with the Shuberts for a deferred curtain or some arrangement whereby Marshall may also appear in the lead.

REWARD ALWAYS IN THE FUTURE

No Change in Los Angeles Talent Market, Worst in Country—Stations Man-aging to Get Talent Without Paying for It

ANGLES

Los Angeles, July 23.

No change in the talent market here. Of the 15 kilocycle spots in this area only four of them are paying anything most professionals would dignify by the name salary. It's still a lot and story that's told by those who toil on the local airwaves. Not only are salaries—if they can be called that—down to the irreducible minimum, but the feigning is terrific.

One 1,000-watt hour has a budget of \$30 a month for talent. Of course there's an extra appropriation for the orchestra and a set of canaries. Yet despite the incredibly meagre budget this spot boasts as much live entertainment (numerically) as the big four.

And well may the seasoned performers howl at such a setup. They're whipped from scratch and they know it. But hope springs eternal.

Office Help

There's no limit to which these stations will go to get a free flesh show. Rather than pile it on too thick in the matter of using auditions, one of the peep-squack spots hit upon a neat idea. Why not have the elevator boy do a bit? And then there's the phone gal and the stenog. For that dialect part, who could do it better than the janitor?

It's a grand thought because it entails no outlay of dough and the workers are overjoyed at the chance. Which makes it holy-poly all around. Such creative genius by a program director seems wasted on such a station.

Brutal part of the whole bit is the chiseling methods employed by some production and program managers. Handed \$25 by a sponsor for talent the big-hearted 'bucko' pockets the coin and calls in the studio hangers-on. It's their big chance, he tells them, and the faces of the half-starved kids light up. It's truly a case for the humane

Memphis Stations Mutually Bound Not to Recognize Local Agencies

Memphis, July 23. An ironbound contract made between two radio station here seems to have successfully left the four local advertising agencies out in the cold. Stations WREC (and its 100-watt secondary outlet) and WMC are the principals in the stand against the local 15 percenters.

Under the existing arrangement either station paying commission to the local advertising agencies must forfeit to the other \$500 for each and every instance of such recognition.

Stations' opposition to the local advertising agencies reportedly followed a long period of disharmony. WREC was first to break with the agencies, claiming that the agencies were seeking to dictate station policy, chisel on station prices and talent, and generally make life unhappy for the broadcasters. At a later date WMC asserted claim to the same conclusion and proposed the alliance, which has now been in effect half a year. Hoyt Wren for WREC and H. W. Slavick for

Air Names Pull 800,000 Kids to Chi Expo in 6 Days; Ryan Tops Draw

Red Regains Lead

For the second successive month NBC's red (WEAF) link grossed more in June than did Columbia. Tally for the red last month was \$1,373,480, while CBS' came through June with a gross of \$1,255,939. June share for NBC's blue (WJZ) loop was \$421,607. Columbia's gross topped that of the red for seven consecutive months up to May.

John Chapel, WOW, Omaha Announcer, Is Count Ivan Kuropatkin of Russia

Omaha, July 23.

John Chapel, WOW announcer and assistant program director, leaves Aug. 15 with his wife, Catherine, to join a party of former Russian noblemen on a vacation tour into Northwestern Canada and Labrador.

Chapel's job party at Quebec for trip up the Saguenay River and into Labrador. Following this they will trip down into New England and stop at the estate owned by A. W. Acherman, advertising manager of Hayden Brothers department store here, at North Andover, Mass. Chapel in terms of the former Russian nobility is Count Ivan Kuropatkin. Leaders of the party will be Prince and Princess Garsarian. The Count and Countess Kuropatkin will return to Omaha and radio about Sept. 1.

EDMUNDS WITH KMOR

St. Louis, July 23.

John R. Edmunds comes in from the east to join the KMOR production department.

Edmunds was formerly production man with NBC in New York.

society, as the NRA hasn't yet penetrated this low form of animal life.

Average wage for announcers out here is around \$25 a week. Should a relief man be needed he rates \$1 an hour. Sometimes he only gets an hour's work and the expense driving back and forth just about puts him on even. Absolute tops for harkers locally is \$40. Most of them, however, double in a wide assortment of programs.

Chicago, July 23.

World's Fair has been using local radio names as extra added attractions for their regular Thursday children's day. Fair officials have found that the kids' radio fans are surefire magnets for attendance. And also that, so far, the ace attraction is Quin Ryan, manager and performer on station WGN, the Chicago Tribune transmitter. Quin Ryan was the attraction on the first children's day which cracked all records for attendance, when 476,000 kids stormed the gates.

Fair has used other attractions for the Thursday, but none of them panned out as well as Ryan, and the officials are now dicker for Ryan to repeat more often. Second top winner in attendance was Irene Wicker, the 'Sticking Lady'.

Attendance for the seven children's days so far runs as follows: May 21—Quin Ryan and Sealawags (WGN), 476,000.

June 7—Bill Baar (Grandpa Barton) (NBC), 37,407.

June 14—None, 32,174.

June 21—Irene Wicker (Sticking Lady) (WGN), 75,642.

June 28—Pat Finnigan and 'Skippy' (CBS), 60,817.

July 6—Quin Ryan and Sealawags (WGN) (scheduled, but postponed—rain), 63,814.

July 15—Quin Ryan and Sealawags (WGN), 94,462.

LEGIT JUVIE GETS 'RED DAVIS' ROLE

Burgess Meredith currently with the Broadway stage play, 'Six Loves Me Not,' gets the title role in the radio script, 'Red Davis,' sponsored by Beecham Gum over NBC. Davis serial resumes Oct. 3 after a summer lay-off.

'Red Davis' part, one of the best assignments for a juvenile on the air, was handled last season by Curtis Arnall. Question of money responsible for cast change.

Novelty angle to Meredith's connection with Beecham script is that if continuing on Broadway with the stage show he will broadcast at 7:30 p.m. for the cast, then give his theatre performance, and make the repeat broadcast for the far west at 11 midnight.

WCAU Starts Drive

Philadelphia, July 23. WCAU's first big drive for network commercial recognition starts next week when Jan Savitt's house band goes into weekly Penn Athletic Club for a dinnertime engagement, with the Levy brothers and several chain choice spots to back it up. Idea is to build the unit for national rep and possible sale to web sponsors.

Studio is dicker with local musicians' union for commercial scale rate lower than New York for Savitt's band, the blanket price to include set hours of aircasting that will not differentiate between sustaining and commercial chain shows.

Bordoni's Fur Program

Irene Bordoni is under seal as J. J. Fox, N. Y. furrier, for a broadcast series.

Unusual in that the French singer will be on a program divided between WEAF and WABC, says Ed Schick and CBS radio.

Let's be heard to Manhattan and starts July 28.

Wooten's Travels

First Wooten, manager of WABC, Memphis, left Memphis July 23 for New York City, after spending a week in New York. He recently visited Chicago and other cities on a general business round-trip.

Due back in Memphis in about a week.

COMEDICIANS

WEEK OF JULY 23

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name.

All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

A. C. SPARK PLUG
10-30-WFAP
Cooker
Ray Knight
Eddie Green
Dick Campbell
Campbell-E
& F
10-30-WFAP
Harry Horlick
Robert Simmons
"Paris & Henri"
ABOUT
10-30-WFAP
Phil Baker
McNaughton
Al Albertson
Gaea Delye
Gus Arsenau Ore
"N. W. Ayer"
B. T. HARRIST
10-30-WFAP
M. Small
Wm. Wagon
"Fech"
BARBARO
10-30-WFAP
Edwin C. Hill
"Gavin Wagon"
BARRY & BLAKE
(Blue Jay)
Core Plaster
10-30-WFAP
Dorothy Day
Needham, L. & B
BROOKLYN
10-30-WFAP
Everett Marshall
Elizabeth Lennox
Olinas & Arden
Victor Arden's Ore
"Blackett"
10-30-WFAP
"15 Min. in 15 Min"
Mark Warner
10-30-WFAP
Jane Ellison
"Young & Rubicam"
BROOKLYN
10-30-WFAP
Fred Allen
Portland Hoffa
"Smart"
Lionel Stander
Blaine Douglas
Evelyn Adams
Minerva Pious
James Melton
Lewie Clayton
Benton & Bowles
10-30-WFAP
"CAMPANA"
10-30-WFAP
"First Night"
June Meredith
Don Ameche
Carlson Brichart
CIR Souther
"Saucerful Ore"
"Avery Moore"
CARNATION MILK
10-30-WFAP
Gene Arnold
Lollaly Lady
M. L. Eastman
Paul King
Ervin, Wagon
10-30-WFAP
"CHERRY"
10-30-WFAP
Maxine Lash
Bringing Quartet
"Comedian"
CITIZEN SERVICE
10-30-WFAP
Oiga Abadi
Quartet
"Lord & Thomas"
CLIMAX
10-30-WFAP
Harold Stearns
Jack Heller
Coke Page
King's Jester
W. S. Hill
10-30-WFAP
Phil Harris
Lea Ray
"A. W. Walk Thomp."
10-30-WFAP
"CLIMATE-PALE"
10-30-WFAP
"Clet's He's First"
Joe Cook
Dorothy Day
Frances Langford
Don Voncken
"Young & Rubicam"
10-30-WFAP
"Palmetto Road"
W. Backer, Day
"Florinda"
Clayton, Swarthout
John Barclay
Nat Shiller
10-30-WFAP
"Helen King"
10-30-WFAP
"CONFIDENTIAL"
10-30-WFAP
Harry Richmond
Jack Denny
John R. Kennedy
"Travel-L-D"
10-30-WFAP
"CLAY CRUSTALS"
10-30-WFAP
10-30-WFAP
One Arnold
Comedian
"Mick Eric"
10-30-WFAP
10-30-WFAP

Radio Reports

(Continued from page 35)

forty" was possible, the votes being divided among 13 parties. Eventually Hitler, who organized the National Socialist German Labor party in 1920, with a membership of seven, and who appeared to be the only man knowing what he wanted and apparently how to obtain it, gained the support of almost 60% of the population in the last Reichstag election. This swelled to more than 90% in a poll conducted "under force." Angeling Hitler and the Nazis were Thyssen and other industrialists.

Hitler declared that the events of "bloody Saturday" demonstrated the German people were not a unit in backing the Nazi dictator; that whatever future developments may be, they are certain to endure further suffering and disillusionment. "Eagle" by-liner is a clear speaker, with a crisp authoritative air about what he says, and with excellent diction. Would be a good bet for a New York or Brooklyn station via a series of short talks interpreting current European happenings.

ICE CARNIVAL OF THE AIR
WCAU, Philadelphia
David's Disc
Radio Disc
15 Min.

This is the transcription series of WCAU talent being used nationally by ice dealers to tie in with the campaign of unwarmed ice cream, fancy trucks and all the necessary trimmings to compete with artificial refrigeration. Commercial copy contends that doctors prescribe "ice cream" for the relief of heat, but doesn't explain the difference between frozen waters. Show also gives a half-hearted plug for the new refrigerator being exploited by the ice marketing industry, the publicity bureau handling the program.

Musically the show is a well-knit broadcast, boasts of a smooth, easy flowing pace, and excellent performance. Close with a catchy happy glissando that cues an original theme song, although the lyrics tend to be slightly morose in their first line, which goes, "Give us the ice cream," and tells that the doctor ordered it because he never fails to make a glass of pure ice water. Later in the show a carefully prepared copy repeats the same general idea in the guise of the ice cream man.

Outstanding among the artists is Dame, a low-voice contralto, who sings with delicate assurance and modulation. The Four Showmen offer the same staple efforts that mark their CBS programs, and Jan Savitt's hand possesses most quality. The show is a well-knit broadcast, boasts of a smooth, easy flowing pace, and excellent performance.

SHORT-TRACK MOTORBIKES
Matthew McNairy
KLS, Denver
Only five minutes for this broadcast, but it's enough to give folks a taste of the race, and that's one reason there are several hundred at the park every night who can't get in. Races are run by motorcycle on a short track, no hands, and with plenty of excitement.

Matthew McNairy, KLS staff announcer, does the job in first-class sporty, unorthodox, but enough to transmit the excitement over the mike, but clear, every word understandable. Sport moved in from west coast. Broadcast gives time for running account of only one race, but crowd and bike noise, pre-race atmosphere, and race itself does lot to draw crowds, with no chance of a commercial blurring, as such.

JEANETTE FISHERMAN
Pianist
Sustaining
15 Min.
WGNY, Schenectady
WGNY, Schenectady
Afternoon program, young woman brought to WGNY listeners a breath of chain-lullaby piano playing in the classical field. Miss Fisher's performances, not being newspaper-listed, anyone tuning in after opening announcements, would probably surmise, from the skill with which she fingered the ivories, that broadcast originated in New York. As a matter of fact, she recently soloed with Major Bowes' Capitol Theatre Family, according to notes man's account.

She did particularly well with pieces of the quiet, restful type, with voice written in a light, sparkling vein. Her fingering in the trade was noticeably facile.

Another Ripley

"You Can Believe Ripley" is a new commercial program from WSYR, local NBC outlet.

It's the idea of Fred R. Ripley, station manager, whose appearances otherwise have been as news commentator for The Herald and Rome Sentinel, joint sponsors of a nightly 15-minute news analysis.

New York Ad Agencies

(Executives in Charge of Radio Advertising Programs)

N. W. Ayer & Son, Inc.
500 Fifth Ave., N. Y. C.
Douglas Coulter
Batten, Barton, Durstine & Osborn, Inc.
381 Madison Ave., N. Y. C.
Arthur Pryor, Jr.
Herbert Sanford
Benton & Bowles, Inc.
414 Madison Ave., N. Y. C.
R. M. Ruffner
Blow Co., Inc.
521 Fifth Ave., N. Y. C.
Milton Drow
Blackett-Sampson-Humandorf, Inc.
230 Park Ave., N. Y. C.
Frank Hummert
Blackman Co.
122 E. 42d St., N. Y. C.
Carlo De Angelis
Cecil, Warwick & Cecil, Inc.
230 Park Ave., N. Y. C.
J. H. McKee
The Paul Cornell Co.
580 Fifth Ave., N. Y. C.
L. B. Cantkin
Samuel C. Great Co.
20 W. 44th St., N. Y. C.
Arthur Anderson
Warren, Wagon & Co., Inc.
420 Lexington Ave., N. Y. C.
Charles Connor
WCAU, Philadelphia
100 E. 42d St., N. Y. C.
William Eddy
Edward Byron
Federal Adv. Agency
444 Madison Ave., N. Y. C.
Fletcher & Ellis
331 Madison Ave.
Lawrence Holcomb
Gardner Advertising Co.
330 W. 43d St., N. Y. C.
R. Martini
J. Sterling Gethell
430 Lexington Ave., N. Y. C.
Gethell Co.
230 Park Ave., N. Y. C.
A. A. Kron
Lawrence C. Gumbiner
9 East 41st St., N. Y. C.
Paul Gumbiner
Manoff-Metger, Inc.
745 Fifth Ave.
Laurin A. Witten
Joseph Katz Co.
247 Park Ave., N. Y. C.
Bennett Larson
Lambert & Fensley, Inc.
400 Madison Ave., N. Y. C.
Lionel Horvitz
Lennox & Mitchell, Inc.
17 E. 45th St., N. Y. C.
Mann Holme
Robert W. Orr
Lord & Thomas
247 Park Ave., N. Y. C.
Montague Erickson
McCann-Erickson, Inc.
358 Madison Ave., N. Y. C.
Dorothy Narrows
Neveill-Emmott, Inc.
40 E. 34th St., N. Y. C.
Richard Strobridge
Paris & Pearl
370 Lexington Ave., N. Y. C.
E. J. Cogan
Peak Adv. Agency
271 Madison Ave., N. Y. C.
Arthur Binsheimer
Podar & Ryan, Inc.
250 Park Ave., N. Y. C.
David P. Crozier
Edward Longstrech
Frank Prosser Co.
247 Park Ave., N. Y. C.
Edwin Dent
Rothman & Ryan, Inc.
Chrysler Bldg., N. Y. C.
Myron P. Kirk
F. B. Ryan, Jr.
J. Walter Thompson Co.
430 Lexington Ave., N. Y. C.
John U. Reber
Robert Colwell
Young & Rubicam
260 Madison Ave., N. Y. C.
Hubert Robinson
W. R. Stuhler

Here and There

Joseph E. Freitag of the Freitag Advertising Agency, Atlanta, Ga., was a recent visitor at WBT, Charlotte, N. C., where he looked over the available unoccupied station programs to addition staff talent for a client who expects to start a program in the fall. While in Charlotte Mr. Freitag renewed the agency's contract for Pure Oil Radio Minuterie, to run for 30 additional half-hour programs, one time a week.

Duluth Civic Symphony orchestra, under the baton of Paul Lowmy, goes over NBC coast-to-coast network this summer for six concerts. Will emanate from WDEB, Duluth.

KHJ execs emphatically deny the existence of a deal that would transfer ownership of the Don Lee station to CBS.

Annette M. Shaw is recording for United Music.

Julio Cruz, dotter of the picture show, goes into KHJ, Los Angeles, tomorrow on 15 min. working routine.

Neal Barrett, general manager of KOMO, Oklahoma City outlet, KOMA, is back at his desk after a short vacation due to a minor operation.

Ralph Osmen of Julius Hart school of music, Hartford, Conn., is broadcasting over WDEB, Duluth, for summer.

Kay Macrae back on the air with a Wednesday evening spot on WENX, New York. Ted Rogers is doing her continuities.

Old Man Sunshine has now taken unto himself a degree. NBC auditioned one last week which lagged itself "Dr. Sunshine, philosopher."

Bill Higgins is testing for Warner Bros. films.

George Givell is set at the B. B. Royal showboat, Point Pleasant, N. J., which Bert Moss operates.

Eddie Stanley, CBS comedian, has been signed by Hermand Berio to a 10 year managerial contract.

Red Rainey, hillbilly, now at WOR, Newark, for a Tuesday and Friday series at 2:46 a. m. comes from WFLA, Tampa.

Martin M. Aysworth conferred to 45 years on July 19th.

Charles Dibas in pinch-bitting for Alton Cook, radio columnist at the New York World-Telegram. Cook is making it two weeks in Addition, Va.

John Gourley (J. Walter Thompson) on a week's jaunt around Chicago.

Charles W. Moore's title at NBC has been changed from general engineer to that of director of research and development.

Charles Carroll of Amos 'n' Andy went through with his booking on the Freeman (19) despite columnist efforts to impress him with the Nazi implications. Carroll said that it was the convenient boat out for him and that he would have to go through with his reservation. Lord & Thomas, agency on dependent, suggested that he take the Leviathan (19).

Wesley and Steininger has added WKZO, Kalamazoo, Mich., to their station representation list.

William Rameau establishing a West Coast office.

Jack Keeler of KOMA, Oklahoma City, is to join WENX, Birmingham, as commercial and production man.

Karen Fladness, KDKA, Pittsburgh, traveling far for her vacation to Norway.

Victor Rafast, Pittsburgh, and who won New Haven's local audition last winter, now on WMCA in New York.

George Reedy out of Mercy hospital, Pittsburgh, after heart operation and recuperating at his home in Scranton, Pa.

Otis Nelson booked for two Pittsburgh one-nighters in same week, West View Park July 30 and National Park Aug. 6.

Toy Theatre Over WPG

Atlantic City, July 23.

Toy Theatre, which has featured its 4th summer season in a "toy house" in the back yard of town, will give a series of Monday broadcasts over WPG, Atlantic City unit of the "toy theatre."

Radio Laddie is director of the group which includes Mary Tarcia, Cora Butler, Lili Golden, Ruth March, Ruth Lee Horlick, Lucian Scott, David Friedman, Arthur Singer and Eric Keaton.

Tourist Station

Mexico City, July 23.

Radio station XEAA has been inaugurated in a Mexican hotel. Uses American tourist enticing programs. Town now has two air stations.

Overnight Result Demand Puts Radio On Spot, Kobak Warns Advertisers

Portland, Ore., July 23. Edgar Kobak and Don Gilman, both NBC vice-presidents, spoke on behalf of radio at the convention last week of the Pacific Advertising Clubs Association.

Radio session opened with Paul Heinmeyer, manager of KGW and KEX, as chairman. The first speaker, Professor Cyril Jansky, keynoteed the session when he declared that the industry is now in the stage of critical analysis.

"We have passed the stage of early scientific experimentation," he told the delegates, "and have gone through the period of rapid commercial exploitation. Now radio is entering the third stage and is facing entirely new conditions. We must show effectiveness of coverage."

Jansky went into the factors which govern radio coverage, and brought out the fact that signal strength does not necessarily depend upon transmission power. He explained that lower frequencies are the most effective, citing the rather startling results of experimentation.

"Five hundred watts of power," he pointed out, "will give the same signal strength at a certain measured distance on 600 kilocycles as 50,000 watts on a frequency of 1,500 watts kilocycles. Power is not an index of radio coverage."

Kobak supplemented Jansky's talk with further emphasis upon the need for actual information about radio coverage.

"Nothing ever got business as fast as the broadcasting industry," he said, "but now the time has come when we face hot competition. We may no longer depend upon the novelty of the industry or the anticipation of the advertiser's eye to get business. We have to prove that radio sells."

Kobak asserted that radio really does sell, but that the industry has been put on the spot by advertisers who expect tremendous results overnight. His advice was to sell radio as a continuous effort and stop the advertiser from checking upon results the next day after a broadcast.

He also counseled radio station executives to treat good sustaining programs as a newspaper does its editorial pages.

"You couldn't buy the editorial pages of a newspaper," he added. "Radio, too, has an editorial function. We have been too prone to broadcasting to sell good sustaining programs that have built up mountains of good will. There should be some of the best programs on every station every day that contain no advertising. That is the editorial duty of radio."

"At last we are able," he told the convention, "thoroughly and successfully to prove circulation."

Van Fleming, comedian and writer, and formerly with NBC in San Francisco and Chicago, put on a one man skit immediately following Professor Jansky's discussion burlapacking a technical radio report with blackboard, chart and "ah. Funniest bit of all was that in his talk, Professor Jansky walked right into the gag by using a prop point that Fleming had planted on the stage for his comedy skit. This sharpened the burlesque.

Moral—Don't Worry

An idea of this here radio showmanship from its inner workings are the instructions given Jimmy Savo prior to his radio debut on the Rudy Vallee-Fiedemann-Yeast program Thursday last (19).

As is known in the trade, Savo is essentially a pseudo comic, and employs a minimum of talk in his act, rarely uttering a sound save the comedy style of pseudo singing he utilizes. Hence he has no script act of his own to call upon for any microphone transmission.

The J. Walter Thompson agency solved things for Savo by telling him frankly to consult any Jewellers he had in his mental catalog. He recited off a few ad lib gems and the agency staff approved stating that those gems may be known to a couple of performers around here but we're not trying to sell them; those people in the sticks will think your jokes are new and it won't make any difference.

WDAS IS WPEN ALLY

Overflow Business Diverted Under New Arrangement

Philadelphia, July 23.

WDAS, full-time radio, joins forces with WPEN this month to share some of the business which falls by the wayside when the latter outfit goes to 500 watts and a more choice kilocycle position. WPEN's move is 228 kc, abandons the partner station WRAX, which has carried the brunt of the foreign language business in Philly. Arrangement is for WDAS to take language shows in the evening session when they move from their present headquarters to WPEN's Radio Centre. Deal gives them the old WPEN transmitter, and combines the sales staff of each station under one central unit.

Move is primarily for the sales angle, since WPEN uses its rate card and can stuff the cheaper contracts to WDAS, a 250-watter. Understand that WRAX averaged a gross of \$100,000 annually in foreign language trade.

Arrangement with WDAS was originally made by Paul Haron several months ago, and continued by WPEN when Haron was replaced by Charles Tansel, majority stockholder of the latter station, as he assumed active management July 1. WPEN's connection with the WICA-River network was severed today (23) as WIP takes on the New York wire and covers its own long-standing tie-in with WCAU and the Columbia network.

WPEN began using its new three-tower transmitter today, which employs the new vertical radiation principle. It is said to be one of the few systems in the world using three towers and the only transmitter employing directional antennae in the east.

Missouri Assn. Re-elects Dirks, Gillin and Thomas

Omaha, July 23. Missouri Valley Broadcasters Association meeting at Hotel Conant Wednesday (21) re-elected all officers. They are Doc Dirks, general manager Union Holding Co., Lincoln (KPAR, KOL, KFOR), president; John Gillin, Jr., manager WDW, vice-president; Art Thomas, WJAG, Norfolk, secretary and treasurer.

Besides stations mention, association includes KMMJ at Clay Center, Neb., and KFNP at Shenandoah, Iowa.

FRANCE HAS A GOOD PROGRAM

Vichy, the French watering place, is making heavy effort to put French radio on the map this summer. Since June 15, it has been broadcasting symphonic concerts from its maines over a national French network and from Radio Coloniale for foreign listeners.

High grade talent, such as Felix Weingartner, the San Carlo opera orchestra, Jean Straus conducting his own works, and Emile Cooper is being used.

This is considerable boost for local radio, which is struggling to get on its feet in spite of various obstacles, and also is boon to fans who usually have to tune in on foreign programs to get anything good.

Zugunith's New Job

In the new realignment on the Columbia network band booking division within the artists service the New York territory extending west to Ohio is in charge of Al Zugunith.

Neil Conklin has the midwest and Pete de Linia the far west.

Pontiac Gets Set

Don McNeil for comedy and Jane Fromm for singing appear to be the first definite talent bookings for the forthcoming Pontiac show.

NBC has been piping innumerable auditions for the motor car firm.

Webs Surveying Sustaining Shows Preparatory to Fall Selling Drive

Both networks are having the popularity of sustaining programs checked on an extensive scale by an outside survey organization. In the fall it is hoped to employ the figures gathered to sell the checked sustainer for sponsorship.

Originally the networks put together programs on speculation and subsequently sold, or expected to sell, them to advertisers. In more recent years the webs have had poor luck in attracting backing for established programs because every ad-

Gary, Brown, Sykes on Sub-Committee Of Communications to Rule Radio

These Flatbush Offices

Those trick amateur managers of radio talent are getting to be a general pain all around. The ad agencies abhor 'em as do the radio station personnel because in their blundering, unwitting style they exasperate almost everybody.

Many a new face on the air—and for some reason the other brings out warblers and the like from unknown ranks—usually has some well-meaning relative, friend of the family, or lawyer looking after their business interests. Each wants to make sure nobody takes advantage of the potential Cantors, Johnsons, and Kates and all become a collective pain.

When finally needed for a contract or the like the 'office' addresses are usually somewhere in Brooklyn, Jersey or the like.

2 SPONSORS RENEW WGN SCRIPT SHOWS

Chicago, July 23. Two standard scripts on WGN, the Chicago Tribune station, have been renewed by their sponsors. First is the 'Painted Dreams' serial which has been re-contracted for by the Cal-Aspin company starting Aug. 14. Show will also be piped to WLW in Cincy.

'Story of Helen Trent' was renewed for a run by Edna Wallace Hopper through the local Blackett-Sample-Hummert agency.

Coast Shellers

Hollywood, July 23. Henry M. Walthall and Evelyn Brent will head the cast of the Shell Show over the Coast NBC chain tonight (Monday). They will do a scene from the play, 'Leah Kleschna.'

Washington, July 23. Commissioner Hampton Gary of Texas will be the czar of the broadcasting world, as chairman of the Federal Communications Commission, under a program of organization set up last week.

Commissioner Thad H. Brown of Ohio will be vice-chairman of the division, and Judge Eugene O. Sykes of Mississippi, who heads the commission, will be a member.

Three commissions have been set up and are now functioning, the others having charge, respectively, of telephone and telegraph.

Broadcast division will have jurisdiction over all matters relating to or connected with broadcasting, but the commission as a whole will have jurisdiction over the assignment of frequency bands to the various radio services.

Matters coming within the scope of two or more of the divisions also will be handled by the commission as a whole, this including the investigation of the American Telephone and Telegraph Company, which will involve its connection with ERIE, its ownership and control of sound and motion picture patents and its rates for broadcasting wires and other services.

Autograph Nuts Push Celeb's Assist. Thru Window in Syracuse

Syracuse, July 23. Mob of autograph hounds, besieging Fred Frame, racing driver, after a WFRL commercial broadcast here, shoved Edwards Spears, assisting Frame, through a glass window, sending him to the General Hospital for treatment.

One insistent admirer was arrested by police.

Broadcast was a Ford proposition, Frame giving an aerial interview.

JACK BENNY MOVING

Jack Benny's last broadcast from the Coast in July 27 and his next from N. Y. Aug. 2.

Benny has finished his film for 'Bellacose-Edward' Small, 'Transatlantic Showboat,' and is coming east.

Boston of Mexico

Mexico City, July 18. Radio station XEKL has been inaugurated in Leon, Guanajuato state, a large footwear manufacturing center known as 'the Boston of Mexico.'

American and Mexican interests sponsor the station.

Listerino Listens

Listerino is now lending an ear to an original series of operettas by Jerome Kern.

Composers would have charge of the casting and staging, with NBC the release.

That's gold in that thar air



WEKY

Five-Thousand Watts CINCINNATI Highest Quality Reception

Reading and Using VARIETY

Radio Station Managers, Salesmen, Program Directors and the others connected with Local Broadcasting are reading VARIETY with a growing realization of the wide usefulness of VARIETY.

It has been pointed out by some of the more discerning broadcast executives that the Radio Department of VARIETY is not the only department of value to an alert broadcaster.

Station men who take a long-distance perspective on the business of running a radio station realize that what the other fellow is doing is always important.

The other fellow is not necessarily the boss of another radio station. He can be anybody who by reason of enterprise, ingenuity or showmanship creates counter-attractions and thereby threatens or lessens your station's audience (circulation). In other words, Radio Stations are competing with the rest of Show Business for the attention of the general public, and as a measure of self-protection thoughtful and go-getting Broadcasters like to know something about the rest of Show Business.

Read and use VARIETY's Radio Department for its natural and direct bearing upon your business problems.

But don't think of the rest of VARIETY as lacking in value to you. The film theatre on Main Street is remarkably similar to the regional radio station. Both are selling entertainment. One through the sale of tickets, the other through the sale of time.

It all calls for showmanship.

Radio Chatter

New York

Leo Carillo WOR-interviewed by Kate Dudley.

Bill Mehl joins WMCA to assist Fred Coll contacting dance bands.

E. P. H. James off for London to visit relatives on a holiday away from sales promotion at NBC.

Public Welfare Department of N. Y. City put the Fortable Theatre players over WOR. They broadcast "Uncle Tom's Cabin".

Shirley Howard observed her own birthday with a kiddie party for orchestra leaders and such.

Walter Craig back from a cruise the next day to Boston.

Larry Delany doing Dixie yodeling over WOR is claimed to be a real McCoy opera singer. Making a big secret of her identity.

Billy Joyce with Phil Ponca's agency writing radio script material.

So much fan mail has been received commending piano music that WGO. Elmira, had four pianists on the same day. They were Bob Day, Gladys Morris, Rosalie Rhythmic and Loretta Ryan.

WNSG, Elmira, is broadcasting two-hour program from Cornell University. They consist of musical and variety offerings.

Vacation time at WOKO, Albany, includes Walter, studio manager, and his wife are away. Johnny Lee back on the job. Pearl Busch, office secretary, also resting.

Harold M. Smith, gen. mgr. of

WOKO, Albany, got a new office when the business department space was enlarged. Royden Rand, drama director, moves from a corner into a private suite.

Willie Vincent, silver-headed songstress—she's a platinum blonde—is doing her blues singing over WOKO in between dates at the Coconut Grove, Atlantic night club.

WOKO broadcast for the first time a baseball game from the Albany stadium Friday night (20).

Walter Gilman gave the play-by-play and Harold E. Knott and Royden Rand the dope between innings.

Vincente Broglio, tangoist, now heard over WNEW, as in Leon Friedman, back after a vacation.

Jerry Starch, blind singer, singing with Earl Carpenter from Lum's.

Stop press item: Leo Kahn, WNEW maestro, adopts Nick Kenny song as theme number.

E. P. H. James off for London.

Battle Creek Pomie renews Vaughn de Leath over WMCA.

From agency released story that Jan Pearce spurs the Metropolitan Opera, supreme ambition of all tenors.

For Orlando, 'Melody Masquerade' doing a series for WNYL every Sunday at 6:15 p.m.

Rinographe and Budd both acquired new motor buses.

New England

Walter Mummion, formerly with WGY, has been added to the announcing staff of WJHC, Hartford.

More Williams, Singing Cowboy, who came to Hartford from WLW, Cincinnati, will broadcast over WTIC.

Jay Ray and Eddie Begley, former stock company players, are presenting old-time minstrel shows over WTIC, Hartford.

Alterations on the sixth floor of Travelers Insurance Company bldg. in Hartford, which houses the studios of WTIC, will give the Connecticut 50,000-watt three new studios, one of which will be large enough to accommodate hundreds of spectators.

J. Clayton Handel, technical manager, is in charge of the work.

Norman Cloutier, WTIC Hartford bandmaster, and Jerry Madors, is negotiating with Brunswick Records in regard to a set of records to be made by him and his band.

Cloutier is heard four times a week over the NBC-WEEA network.

Curtis L. Bockus, carnival music radio for advertising.

Big Bill and His Crazy Cowboys forced to postpone Vermont dates for week due to auto accident at Suranne Lake, N. Y.

Donna Kennedy, NBC organist, heard over WDEV, Waterbury, Vt. in special broadcast.

Arthur Brown, organist at Richmond, Va., station, is vacationing at his home in Burlington, Vt.

William H. Upson, Saturday Evening Post short story writer, broadcasts over WDEV, Waterbury, while vacationing in Vermont.

Chas. T. Leonard and Lymon Hurd have commenced a series of musical programs over WCAX, Burlington, Vt.

The calling of crows is now frequently heard during the early morning programs over WDEV, Waterbury, Vt.

Arthur Fleuder's Espionage Concerts, for the past years a feature of Boston's summer entertainment, will be heard this season over the Yankee web. This orchestra is made up of 55 members of the Boston Symphonies and broadcasts from the Charles River Esplanade.

After an absence of several years Edmond Boucher is back on the air in a series of recitals over WEE, Boston.

Edward MacHugh's broadcasts at the WBZ studios are fast becoming a Mecca for Boston's summer visitors. Every day the guest list is growing.

Virginia Thompson, 17-year-old unknown winner of Dick Powell CBS audition at WICC, Bridgeport, goes into Boston regionals next month.

Eric Peterson's musickers, with Caryl Kelly, but at Rhineclaire Gardens, Armonk, N. Y., after being there since early 1933. Band lined up to replace Julian Woodworth at Longshore beach club, Westport.

Ann-Marie MacHill, niece of NBC's Alois, becomes permanent third party to the Bill Tierney-Jud La Haye "Song Shop" at WTIC, Hartford. Contralto, she is invited to be on at WICC, Bridgeport.

Morton Downey, now on his twentieth tour, due next Sunday night, with his CBS Studio Party work as Radio Point park, South Norwalk, Conn.

Pianist Dot O'Brien can't make a no spot at WICC, Bridgeport, and Virginia Lund, contraltos, will therefore have to wait for further time.

Banks Kennedy, Stamford organist, playing at Fessenden, N. Y., theatre, Sunday morning at the piano at WICC, Bridgeport.

James Cavallaro's New Haven Yankee string trio back on WICC.

Miss George, New Haven contralto, sectioning from Wednesday WICC

spot, and Lillian Kaya, ex-CBSer from Buffalo, going to bat.

E. B. Rubeout, who forecasts weather over WJHC twice daily except Sunday, drove from Boston to New York and back Sunday, and did off. His sightseeing comprised only a look at the Empire State Building from the street, and an inspection of meteorological instruments in New York's weather bureau. Trip totaled 476 miles.

Henry Wood did a preview of a score of The Cloud Messenger, which will appear in at the Ogunquit Playhouse in Maine.

Eddie McHugh, heard Boston NBC Goodtime singer, who left the Maine woods for a month's rest and fishing.

Radio Press Bureau bulletin will be heard from New York over WJHC, Boston, at 7 p.m. instead of the 11 o'clock late spot.

Minnesota

Phil Brown, KSTP production manager, is on a sailor's holiday. Phil drops in at the studio about every other day; he just can't stay away.

Penny Perry, born Penelope Koussis, the bewitching daughter of Greek parents, who came to the U. S. on their honeymoon and never went back home, is the winner over 18 contestants in the Hollywood Hotel preliminary auditions, held over WCCO. Only 18, a soprano, and was soloist with the University of Minnesota chorus before she left school for a career, last year.

Radio stations hereabouts remember newspaper reporters more than the rest do themselves, with the current "Minnesota truck drivers' strike causing beaucoup tumult and confusion among the air boys, all trying to beat the others in the mix with the latest bulletins on the labor bashing.

Edna Puphal, Earl Gammone's private sec. in doing a nifty job handling audition for WCCO, while Earl (gen. mgr.) is away getting that sun tan.

Duluth Symphony orchestra over WEAF, via WJOL (Duluth-Superior) tonight (24) and again on the night of the 25th. Paul Lemay will conduct. Continuity is by Earl Almqvist, with Pat Murphy announcing. W. C. Bridges, vice pres and gen. mgr. of WEDC, sold the chain on the broadcast series while on a recent flying trip to New York.

Pennsylvania

Harold Davis on vacation.

Fritz Hubert in from Puyallup, Wash.

Wayville Sisters, Pete Woolery and Diane at the Fox.

Mamie Ritter opening a liquor store in the Watson hotel.

WIP vacationing Jerry Crowley with Murray Arnold filling the chores.

Andy Stanton, WIP spots apiece, doubling at the Anchorage as m. e.

T. W. Williams, Saturday Evening Post athlete stuff for the Philadelphia Record rightily.

Acc Pancoast arranging a series of WPEN shows to feature Philly composers and their songwriting. Max Freedman to be spotted.

I. D. Levy reports that Powers Goutraud, WCAU public relations head, has signed to do a toe-dancing turn at the Erie theatre next week.

The WCAU judges of the Dick Powell contest for Campbell souped their outstanding Philadelphians, with those associated in the other his except Boake Carter—who didn't want to play.

Charlie Martyn, WIBC Man-About-Town, is touring Woodstock Park for commercial chatter from under WPEN noses. Latter outlet has transmitter there and furnishes the Park with free remote service several nights a week.

Nebraska

Lois Green off on vacation at WGW. May languish working in her place and through summer to relieve during other vacations.

Cloverleaf Club closed for the summer and off the late hour broadcasts.

Crowds making the Sixty Club their summer headquarters. Jack Pettis and Nelda Elneade the attractions.

Larry Kenner, KFAP, and wife, Harriet Cruise, off to the Colorado hills for two weeks of resting up.

Paul Luther, MOIL, out of the hospital, but must rest up nearly a month yet before getting back at the mike.

Phontelle Jones back at KOIL from a week's visit to the Chi fair and visits with Mildred Gibson, studying vocal in Chi.

Julph Trotter couldn't stand Wisconsin lakes without company of his own age, and back to WAAX two days before vacation up.

WGW Radio is its Jimmy Allen air races run off after a week's delay due to unfavorable winds for the toy airplanes.

Isabelle Dickinson doing substitute work at KOIL while the regulars are alternating off vacations.

Ohio

Bolt and Phonos back at WLW, Cincinnati, after two-year absence, and assigned to across-the-board weekday, 8 to 11:15 a.m. spots.

Charles Danmore, songwriter on WLW, Cincinnati, advancing from student pilot rating in aviation.

Sandra Roberts, Philadelphia torch singer, at WLW, Cincinnati, for brief spell, gives regular place in Friday night bluffs for Pure Oil with Henry Thies and Wilson Lane, tenor.

John L. Clark, gen. mgr., and Harry Holcombe and Don Becker, talent execs for Crosley's WLW and WSAI, Cincinnati, spent last week in Chicago with ears open for dramatic male leads. Clark figures big demand for script air shows during coming season.

William C. Stoen, musical director for Crosley Radio Corp., Cincinnati, and the misadventure back from week's vacation in N. Y.

Crosley's WLW and WSAI snatching 15-minute portions of combo band, orchestra and solo opera programs given nightly in University of Cincinnati athletic bowl under auspices of Cincinnati Musicians' association for benefit of idle members.

Jimmy Arlen, baritone, from Youngstown, O., won regular place on Crosley station in Cincinnati on his first audition and spotted on daily series on WSAI under sponsorship of Kroger Grocery Co., which discontinued affiliation with Knackhole club programs because of reported interference from civic org leaders who had hand in juve baseball fan stunt.

Linda Carlen, dramatic actress, who appeared in "Lagynos", "Ninth Guest" and other N. Y. companies, is a newcomer to WLW, Cincinnati. She is playing starring role in station's new "Life on Mars" Gethorn's sustaining series and has a part in Ken-Rad "Unsolved Mysteries" commercial airings.

Another new sustaining series at WLW, Cincinnati, is "Smoke Dream", broadcast Sunday evenings from 8:30 to 9 o'clock. Features Harry Holcombe in reminiscences, with orchestra directed by Fred Jacky, and male quartet and soloists.

California

Lawrence King back tenoring twice a week at KNX, Hollywood.

Reid Lee, actor, recently launched by C. Whitneyinely, is specializing in waxed film chatter.

Lee Mawhine, KNX news editor, is doing a series of tabloid dramas taken from originals.

Pickard family of hillbilly entertainers from Chicago vacationing in Los Angeles.

Raynor Rogers, general manager of KNX, breezed into strike-ridden San Francisco on a business trip.

KECA's petition for power increases being protested by neighbors of station on ground that it would only add to present din.

Frank Doherty denied that KRED had been sold to an official of WICA as reported.

Petty Jane Rhodes, 13-year-old torcher, given two-year contract by KPWR.

KFRW goes to 1,500 watts around Aug. 15 on its daylight span.

Initial airing of new 30 Jinks show over KJH gets a network showing.

Auditions for Campbell soupers drew more than 500 hopefuls to KJH.

Iowa

J. L. Main, manager, WOC, with back from New York, where he attended the P. A.

Waintha Taylor Shaw, assistant dramatic director, Drake U., handling the Home Management club for WOC-WHO.

KSO has a customer on the inquiring mike who greets his me in northern Iowa every noon—inves postage.

Pete MacArthur, program director, WOC-WHO, guest artist with Scotch ballads on Pointers beer program with Fred Jesse, m. e.

W. H. Harker, general manager, KSO, went into Chi. to get NBC talent for KSO's dedicatory week celebrating increased power.

Illinois

Paul Fogarty and John Harrington helped the garage business by getting into auto smash-up.

Frank Schreiber still talking about taking a vacation.

Hans Hodges, ex of WCKY, sports announcing at WHRP.

Jim Hughes zoomed in from Rock Island for a confab.

Chas. Bunniger how a daddy for a second time.

Walter Preston blowing CBS for a couple of weeks.

Maryland

Anna Eckels, WGBM's engineer, returns to World's Fair.

WEAL piping to NBC blue band (Continued on page 42)



wabc

columbia broadcasting system . . .

monday thursday friday 8:00 p.m. e.s.t. coast-to-coast

Management TED COLLINS

Mr. and Mrs. NEW YORK

WORDS FAIL ME

but THANK HEAVEN, MUSIC DOESN'T

All I Can Say is THANK YOU

JOE REICHMAN

At the Piano DIRECTING MY ORCHESTRA AT THE HOTEL NEW YORKER

BROADCASTING via CBS SIX TIMES EACH WEEK

Radio Directory

(As a convenience for advertising agencies, sponsors, and other readers, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.)

New York City

NBC

(Stations WJZ-WEAF)

30 Rockefeller Center
Circle 7-5000
H. M. Aylesworth, President,
Richard C. Patterson, Jr., Executive V.P.,
Edgar Kobak, V.P. on Gen. Sales,
A. L. Ashby, V.P. on Gen. Adm.,
George Ensign, V.P. on Artists' Service,
John P. Royal, V.P. on Programs,
Roy C. Wilmer, V.P. on East Div. Sales,
Frank Mason, V.P. on Public Relations,
Mark Wood, Asst. to Exec. V.P.,
Henry Kitzinger Norton, Treas., Asst. to
Exec. V.P.,
Lewis MacComach, Secretary,
H. F. McKee, Auditor,
H. P. Kelly, Asst. Auditor,
C. W. Horn, Gen. Engineer,
J. J. Adams, Assistant Operations,
W. H. Hayes, Operations,
H. J. Teichner, Asst. to Treas.

Deputy Agents

Donald C. Shaw, Eastern Sales Mgr.,
Alfred H. Martin, Asst. Mgr., Program
Dept.,
Frank Muller, Agricultural Dir.

Debra Brainerd, Program Mgr.,
H. H. Bellino, Music Library,
W. D. Bloch, Purchasing Agent,
John R. Carv, Service Supervisor,
C. L. McArthur, Asst. Station Relations,
O. H. Hanson, Mgr., Plant Operation and
Engineering Dept.,
Ruth Keeler, Personnel Supervisor,
Donald Witherspoon, Mgr. Bld. Relations,
Wm. S. Hedden, NBC Station Relations,
C. L. McArthur, Asst. Station Relations,
J. F. Peter, Mgr. Statistical Dept.,
G. W. Johnson, Mgr. Press Relations Dept.

Harold Kamp, Artists Service Popular
Talent,
D. T. Tullih, Sales Mgr., Artists' Service,
Quinton Adams, Office Mgr.,
R. P. H. James, Sales Promotion Mgr.,
E. E. Mason, Merchandising,
W. C. Koss, Promotion Adv.,
R. J. Koser, Presentations,
Paul Wischni, Marketing,
Mrs. Frances Rockefeller King, Mgr. private entertainment.

WB

(Station WABC)

445 Madison Ave.
Wickham 5-2000
William S. Paley, President,
Edward Klauber, Executive V.P.,
(Continued on page 50)

Radio Chatter

(Continued from page 41)

the weekly Phil Harris period. Band is current at vaudeville Century.

Furnell Gould moving into new home—and in Guilford.

Lee Davis, WCBM's sports spiker, on fishing trip.

Jack Stewart in from Pittsburgh for couple of days.

Local harmoniconist, Danny Saka, 16, presented by Ben Bernie to the chain audience last week on the final talent program of season.

Thoroughness: When Hammond Brown, other ed for News-Post, journeyed out to Radio Hill to explain WEB's transmitting apparatus, he even shinned up the steel tower in his o.e. of the outfit.

George Browning casting around for an announcing berth.

Paul Moche is dabbling musically for the New Theatre.

Earl Kahn dink out of Oasts and into the Anchorage.

Georgia

John M. Outler, advertising manager of WEB, vacationing in Florida.

Harry Daugherty, WEB's chief engineer, taking it easy in the mountains of North Carolina.

Clayton McMillen, famous hill-billy playing over WHAS, visiting WEB, where he got his start.

Harry Johnson, Ozie Nelson, trumpet, visiting home folks here.

The Three of Hearts—Dolly and Edie Jernigan and Margie Bullard—back in Atlanta after engagement in Kansas City with Bert Lown.

Chick Wilson (WFSB) touring nearby territory with new show called "Broadcast Highlights."

Pacific Northwest

KKL has discontinued the baseball broadcasts for the remainder of the year. It was decided after Portland had won two games out of 15 after the season had been split.

KKL has broadcast the baseball games for the last five years, but feels that the interest is lacking, especially due to the fact that no efforts have been made to bolster the club.

A new serial, "The Black Ghost," released over KALE.

Carolyn Whitney over KALB in "Songs of Love."

Armand Back to WGN

After 2 Mo. Lay-Off

Chicago, July 23.
Armand commies returns to WGN in September after having secured permission to lay off the WGN (time contract during July and August).

Starts a four-week ride of radio discs featuring the Lennie Hayton orchestra to make up for the four weeks of suspended animation during the two hot summer months.

Sam Bennett Steps Up

St. Worth, July 23.
Leo Armer, president of the southwest network of which KTAT, St. Worth, is key station, has appointed Sam Bennett as commercial manager for the regional web.

Jay Lang, former announcer, succeeds Bennett in the management of KTAT which he vacates.

Southwest web includes KTRA, San Antonio; KOMO, Oklahoma City; WACZ, Tulsa; KNOX, Austin, as principals with several other stations having a nominal affiliation.

PROS TAKE 26 1ST PLACES IN CONTEST

Campbell Soup hunt for a leading lady for its CBS program, "Hollywood Hotel," due in the fall seems to be dominated by professionals. Of 49 city winners tabulated as to experience by CBS on Monday 26 have been regularly employed either as commercial or sustaining artists. In all 16 Columbia stations fielded auditions and there will be 13 regional eliminations.

W. Wood Wheelock, v.p. of the P. Wallace Armstrong advertising agency, is the promoter of the stunt, which while not original in itself as handled for Campbell and CBS has knocked down a good volume of publicity attention. It's part of Wheelock's notion of whooping up excitement in advance of the program's debut.

Professionals coping best first places include:

Dorothy Mather, WDRC, Hartford.
Ruth Burstein, WOKO, Albany.
Gertrude Barre, WORC, Worcester.

William Latour, WQAM, Miami.
Lorraine Piper, WDD, Chattanooga.

Ruth Plake, WJLS, Winston-Salem.
Ernie Hainak, WALA, Mobile.

Isabelle Haiger, WFLA, Montgomery.
Eleanor Carlson, WMAS, Springfield.

Penny Perry, WCCO, Minneapolis.
Ruth Carhart, WCAU, Philadelphia.

Mary Burghoff, WOWO, Fort Wayne.
Ruebel Scamp, WNOX, Knoxville.

Alva de Marks, WDBC, Birmingham.
Irene Righter, WERC, Cincinnati.

Lillian Chestnut, WMBR, Jacksonville.
Doris Shumate, KMOX, St. Louis.

Christine Fraser, WHCC, Rochester.
Patsy Lee, WDDJ, Danville.

Christina Ridge, WHAS, Louisville.
Emily Stephenson, KOMA, Oklahoma City.

Joan Matranga, KPKA, Sacramento.
Irene King, WADC, Akron.

Lavon Armandaris, WHW, Tampa.
Mary Lougher, WFG, Atlantic City.

Virginia Doyle, WHIP, Harrisburg.

WGY HALTED BY FIRE

Phonograph Records Fill in As Station Off NBC

Schenectady, July 23.
A \$100,000 fire in coal yards half a mile from the General Electric Company's transmitter in South Schenectady, burned the cable bearing the short-wave lines and a number of telephone wires, forcing WGY and its downtown studio to remain silent from 7:17 until 7:52 p. m. Thursday night and to depend upon phonograph records until 8:55, when an emergency line strung by William J. Purcell, chief engineer, enabled it to rejoin the NBC red network.

WGY was silenced just after Gene and Glenn had begun their program. For a few minutes the technicians did not know the source of the trouble.

Learning that flames were shooting in the air over the cable and wires half a mile away, the management decided to broadcast from South Schenectady. Accordingly, Announcer James Cornell rushed in his car with a stack of records from the downtown studio. He was at the mike until WGT relinked with NBC for the final two minutes of The Showboat program.

The Showboat program, Network features missed were: Gene and Glenn, Shirley Howard and the Jesters, Sisters of the Skillet, Rudy Vallee's Fleischmann Hour, and all except the finale of The Showboat.

Stephanie Diamond, WCAE, Pittsburgh, leaves the station after three and a half years, she's taking a two-month vacation before going to New York in the fall for the Joe Palmer program.

Renewals

Real Silk Hosiery, Indianapolis firm has extended its NBC program with Charles Previn and guests singers over the blue web. Through Wisconsin-Wisconsin agency, Chicago.

General Mills (Blueweb) of Minneapolis renews its "Betty and Bob" show over the NBC blue for 13 weeks. Through Blackett - Sample - Hummer agency, Chicago.

Melle (shaving cream) of Bedford, Ohio, renews for 13 weeks starting Oct. 1, 1931, over KMC red web. Talent includes Mello Tru, Shirley Howard, Dwight Latham, Wamp Carlson, Guy Burham, M.H. Rettenberg, Tony Caluchi. Through Black-Globe agency, Chicago.

New Business

COLUMBIA, MISSOURI

Capital Brewery, of Jefferson City, Mo., sponsors local (Columbia) Sunday baseball games. Also takes the sports review, a daily feature for three-month period. Direct. KFRU.

Summers Studios, photo finishers, of Unionville, Mo., sign six-month contract for two spot announcements per day. Direct. KFRU.

Marionette College of Beauty Culture, Jefferson City, Mo., signs three months contract for one daily spot announcement. Direct. KFRU.

Central Missouri Manufacturers Association signs three-month contract for three 15-minute programs per week. Direct. KFRU.

Fifteen McMillin Company, makers of McMillin's Formula, sign eight-month contract for one daily spot announcement and one 15-minute program per week. Direct. KFRU.

PHILADELPHIA

Ford Motor Company (Chester Branch) spot announcements, six daily. N. W. Ayer & Son, WFL.

Raleigh Cigarettes, spot announcements three times weekly. Battown, Barton, Durnine & Osborne, WFL.

Watchtower Service, one-hour program. Direct. WCAU.

St. Joseph's Hospital, spot announcements, indefinite period. Spire Cohn Agency, WFL.

Ford Motor Company, six 100-word announcements, evenings. N. W. Ayer & Son, WFL.

Best Foods Co., sixteen 100-word announcements in daytime, Benton & Bowles, WCAU.

Patricia, national of four 15-minute transmissions weekly, expiring October 26. Place direct. WCAU.

Philadelphia Ice Marketing Service, two 15-minute discs weekly, local. National of the Air, Expires Aug. 15. Jerome B. Gray agency, WCAU.

Ironized Yeast Co., three 15-minute discs weekly, expiring Nov. 5. Rutland & Ryan, WCAU.

Utica Sales Co., three announcements daily for 13 weeks. Atlantic Adv. agency, WDAE.

Venice Spumoni, two spot announcements daily for 13 weeks. Placed direct. WDAE.

Ukrainian Products Company, one-hour musical program weekly for 13 weeks. Placed direct. WDAE.

Health Institute Company, talks for 15 minutes 13 times weekly by "The Voice of Health," contract for one year. Dim & Schullin agency, WDAE.

HARTFORD
Pope Manufacturing Company, Waterbury, macaroni manufacturers. Renewal of contract. Twenty-six-week orchestral broadcast every Sunday at 12:15 p. m. Placed direct. WDRR.

Stern-New Haven Steamship Line, advertising excursion trips on Connecticut river, Ad-Liner program. Tuesday through to Saturday of each week. Indefinite contract. Placed direct. WDRR.

Richman's Department, two one-minute announcements each day, one on ad-liner and other on Shopper's Hour. Tuesday through to Friday. Placed by Benton & Bowles, Inc. WDRR.

Educator Discount Company, one-minute announcements at 6 p. m. for 100 days. Started July 10. Placed by John W. Queen of Boston. WDRR.

LOS ANGELES

Gibraltar Casualty Assoc., spot announcements. (Logan & Stebbins) KXN.

Real Foods, Inc., 100-word announcements. (Benton & Bowles) KXN.

Quinn for Governor campaign, six 15-day programs, July 25 to Aug. 27. Walter Bluhm, KXN.

Merriam for Governor campaign, seven 5-min. programs. (Lowe Features) KXN.

PORTLAND, ORE.

Hendon, Island Amusement Co., placed by Wm. Norwell agency, 30 (Continued on page 48)

Findale Sets Up as Indie P.A. in Loop

Chicago, July 23.
Tom Findale, who leaves the NBC publicity department on Aug. 1, is setting up his own press and publicity bureau for other talent. He has also set himself with two agencies for special publicity on commercial shows.

On the Findale starter are the Johnson floor was shown through the Needham-Lewis & Rorby agency and featuring Tony Wona, the Armour-Phil Baker shows, the Commodore and Charles Previn, director.

No Continental Move

Hollywood, July 23.
Continental Baking Co., has changed its mind about moving its CBS program to Hollywood figuring the talent available on the Coast not warranting the expenditure of switching.

Tentative plans had Gus Arnheim's band and several film players lined up.

Arthur Pryor, Jr., and Honor Flicker, who came here representing Hatten, Barton, Durnine & Osborn agency handling the Continental account, are returning east.

The Original Boop-Boop-a-Doop Girl

ELEEN KANE

HEADLINING

at the

WALTON

ROOF

PHILADELPHIA

EIGHTHLY

ADE

LYMAN

AND HIS CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC—Tuesday, 9:00 to 9 P.M., 1931

(Phillips Bands)

WEAF—Friday, 9 to 9:30 P.M., 1931

(Phillips Bands)

LEO REISMAN

PHILIP MORRIS

WEAF, Tuesday, 8 P.M.

BRUNSWICK RECORDS

JOSEF CHERNIAVSKY

Personal Director

Chicago Theatre Orchestra

Now on Second Tour

WGN, Tuesday, 9:00 P.M., 1931

THAVIU

AND HIS ORCHESTRA

At "STREETS OF PARIS"

Century of Progress

Inquiries Solicited

JOSEPH GALLICCHIO

LEXON—Talent Picture Time

Box, 5-23 E.M., CDSF

DOYLE RENDEZVOUS

Box, 4-45-50 P.M., CDSF

HYDROS, Fri., 12:30-1:00 P.M., CDSF

KNC, Chicago

VIVIAN JANIS

ST. MORITZ, NEW YORK

RIGHTLY

Personal Director

HERMAN BERNIE

1610 Broadway

New York City

GRACIE BARRIE

"The Sweetheart of the Blues"

NOW AT

CASINO DE PARIS

Sole Attraction

HERMAN BERNIE

1610 Broadway, New York

THE GREEN AMBASSADOR

OF GOOD WILL

GEORGE GYOT

CBS

EVERY TUESDAY 9 P.M.

Coast-to-Coast

Sole Attraction

HERMAN BERNIE

1610 Broadway, New York



WGN STUDIOS
CULVER CITY, CALIF.

EDDIE

PEABODY

The Instrumental Stylist

Personal Director

HAROLD F. WEN

NBC ARTISTS SERVICE

EMERSON GILL

AND ORCHESTRA

ANTLERS HOTEL

COLORADO SPRINGS

NCA DIRECTOR

HAROLD STOKES

Directing

Climax and Palmer House

NBC, CHICAGO

VERNON CRAIG

Baritone

Tues., 1:30 P.M., CST

Thurs., 2:30 P.M., CST, NBC-WJ2

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNT: NEW FREQUENCY CAM- PAIGN

KGO, DES MOINES

FORD DEALERS CARNIVAL
WROC, CHARLOTTE, N. C.

KGO's New Frequency

Des Moines.
On Sunday, July 23, the Register and Tribune station, KGO, more than doubled its power on new frequency. Formal dedication, in the nature of a patriotic party, with a speech by Gov. Herring and music by patriotic units and the Norden Singers, will be held in the Sylvan open air theatre at Greenwood park on the night of July 24.
With the Register and Tribune

building swathed in bunting and streamers and a 34-foot radio tower under spots on the canopy of the building, the station has gone in for celebration in a bigger way than any other station in this part of the country.

Two invitation studio evenings will be held, there will be a free kid show at Riverview park and the town and surrounding country for 100 miles will be plastered with cards in three colors.

To impress the new dial spot on listeners, a four-page newspaper section will be included in the Sunday Register, the entire 150,000 circulation and in addition the insert will be delivered by the paper's carriers to every non-subscriber in a radius of 100 miles of the town—thus giving a circulation of 325,000.

Special trailers will be used on screens in 80 Iowa theatres and photographs 12 1/2 of the station's talent are being broadcast in windows.

Jimmy Lunceford's Cotton Club band of 14, together with additional talent from NBC's artists' bureau, will be the featured entertainment for the week, the station also adding considerable local talent and increasing the personnel of the studio.

WROC-Ford Carnival

Charlotte, N. C.
WROC worked with the local Ford distributors in staging an outdoor carnival and automobile show, with entertainment features, that attracted 50,000 people on the six nights that the show ran.

The broadcasting station carried the entire radio advertising load for the show, staged in the giant Ford assembly plant on the edge of the city, now unused. This made an ideal spot for the show. Car models were displayed on the lawn in front of the plant and a large room inside was converted into a dance floor and entertainment hall.

WROC presented a kiddie program one night, with talent recruited from its kiddie club groups. Johnny Ward and his orchestra played.

Herb Moore's Fast Work

New York.
Fast work by the independent Trans-World News Service on the Connor baby return is understood to have gotten the Yankee network of New England, the Michigan network (WXYZ), Detroit, and other stations a six to 15-minute burst over the official bulletins.

Flashes were broadcast in Boston by the Yankee web at 2:46 p.m. and by WXYZ, Los Angeles, at 3:05 (astoria). During the succeeding hour the Herbert Moore office fed its subscribers a series of seven flashes on WXYZ, including at 3:47 Dr. Munger's statement from Greenwald Hospital.

Champagne Christening

Baltimore.
When WFBR opened its new transmitter the Mayor will smash a mug of champagne against the supports of the new steel tower. The ceremony will attend the opening, which will also have the Mayor, surrounded by civic bigwigs, pressing the button that sets the apparatus in motion, will be filmed by a 16-mm. sound crew from Washington and shown on screen at the loop Hippodrome. Station has a tie-up with the theatre.

Station hopes to get the dedication exercises wide publicity and is already working up public interest. Has interested Chamber of Commerce and will receive detailed story of project in next issue of the city's monthly mag. Also, NRC will carry congratulatory ad in all the newspapers day new transmitter starts pumping. WFBR is local outlet for the NRC red.

Drug Store-Radio Tieup

Seattle.
KOMO-KJR cooperated with the Payless Drug Co. in building a comprehensive window display of radio advertised drug products in the two large 28-foot-wide windows in the company's large store near Seattle's principal downtown street intersection.

Every item put in the drug store that was advertised over KOMO, KJR or NRC appeared in the windows, along with a description of the radio program advertising the product.

A KOMO microphone held the center position in the window. Pictures of all the radio stars who plug drug items over the air were framed and placed in various parts of the window, with colored ribbons running to the products on display that they represented. Exposed different views of the new KOMO-KJR studios were shown.

So great was the interest in the show window that it was carried over another week. Crowds continued to gather around the window so it was held still another week. Now it has been in a while month.

Chicago Ad Agencies

Radio Production Executives

Aubrey, Moore & Wallace, Inc.
410 North Michigan Ave.
J. H. North.
F. G. Abbott.

N. W. Ayer
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although it has been refused twice.

Submarine Program

Seattle.
Visit of the U. S. Submarine Division No. 12 into the Seattle harbor gave station KJR occasion for a special broadcast which fell short only in failing to wait sea breezes via the ether.

With musical interpolations by a midshipman with an accordion and a submarine cook with a harmonium and by the KJR orchestra under Abe Brashen's direction, Albert Balch of KOMO-KJR interviewed two submarine commanders on the port submarine in modern warfare.

Straw Vote

Omaha.
Manager John Henry and Al Nansen of the staff of KOIL and KFAB Omaha station have worked out a plan for taking a political poll over the air each after the fashion of the leading mages in conducting their pre-election polls. Station has made up a sample ballot which it sends to the voters by mail, though ballot is not required for vote.

Information and names of candidates for United States Senator and for Governor are read over the air and listeners are asked to send in their choices. Only requirement is that listeners must vote for candidates from the same party for both offices. In addition listener is asked to tell which accidental candidate he will (Continued on page 57)

WTIC, with 200 Players on Payroll, May Have Most Ambitious Program Policy of Any Regional Station

Hartford, July 23.
Since assuming full time operation, WTIC, 50,000-wattage owned by Travelers Insurance, has expanded its talent rolls until it is believed it has the largest program staff of any station outside the big cities. There are approximately 200 persons supplying talent to WTIC.

This is part of John F. Clancy's campaign to create a program of such consistent strength and variety that WTIC's audience prestige will be beyond challenge. WTIC has taken the elastic of the bankroll and is importing performers from many distant points.

Station has Harry Tighe, former Gulf m.c. for a sustaining program of one hour duration with 100 in the east. Among other artists on the staff are Norman Chatter with his Merry Madcaps of 35 pieces, Christiana Krien and his 40-piece WTIC Concert Orchestra and Joseph Blume with his 'Blue Room Echoes.'

WTIC has booked the Jitter players headed by Alice Keating for stock broadcasts. Harriet Lee is another brought from New York. Others include Dave Rabin, the Scat Tingle's Quartet, Jane Dillon, the girl of a thousand voices, Marc Williams, The Singing Cowboy, Johnny Mills and his Mountain Melodians and others.

The announcing staff now includes Jerry Moler, Paul Monroe, Irvin Cowper, Phil Becker, Charles Pearson, Ed Hawthorne, Fred Wade and Paul Lucas. Although only eight are listed here there are about four others on the staff of announcers.

WTIC's studio now occupying many thousands of feet of floor space with four large studios is undergoing radical changes and adding possibly four times as much space with four more studios. Sometime ago it was understood

Irene Taylor Files Bankruptcy Petition

Irene Taylor, private life Irene Martin, radio singer, has filed a voluntary petition in bankruptcy in the Federal District Court (N. Y.) alleging debts of \$5,328. Assets only \$250, mostly clothing, are claimed to be exempt.

Of the total liabilities, \$3,450 covers amount of a contract claim for commissions against Miss Taylor by Richard & Lenetella, agents, which claim is stated to be pending in the N. Y. Supreme Court. Only other liability mentioned is \$400 alleged due as balance on an automobile.

Miss Taylor's address is given in the petition as 424 East 52d street.

Earlier New Broadcast

Albany, July 23.
Knickerbocker Press, morning daily, has shifted its new broadcast from 11:20 p.m. to 6:30 p.m. This is in line with the demand of many publishers throughout the country for news broadcasts at an earlier hour at night.

CBS broadcast likewise has been shifted to five minutes before the local news chafier.

Whorton's New WHEE

Birmingham, July 23.
J. E. Whorton of Birmingham, La., is making preparations for establishment of a station at Koscusko. The station will be operated under the name of Attala Broadcasting Station, Inc., with the call letters being WHEE.

Opening is expected within 60 days and will operate on 250 watts 12 hours a day.

Mickey Alpert Sponsored

Philadelphia, July 23.
New WCAT commercial bank, controlled by Fox-Woods furriers, scheduled Mickey Alpert, m.c. of the Adelphi Roof artery, and Billy Hays' WUAU-CBS unit. Show debuts August 2.

Alpert, scoring a long run in this notoriously poor night club town, is scheduled to appear on his radio to hold one Quakerdown rule.

that the station was dropping more than \$350,000 a year, but it is believed with a full time program on the air, some of this huge sum will be recovered in the future. WTIC has been operating on part time for years and was granted a full time license a few months ago and started on that schedule June 1.

Charlie Cantor has joined the cast of Harry Tighe's 'Fun Parade.'

Leonard Patruccelli, who previously occupied his time on continuity writing, is now engaged in production work at WTIC, Hartford. He is also directing a chorus of 14 male voices, The Men of Song. Bill Tierney and Bud LaHaye, former broadcasters from WTIC, Bridgeport, are now presenting a program known as WTIC Song Shop, twice weekly from WTIC, Hartford.

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Sun., 2 P.M., SAT. 8:30 P.M.

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(OL' PAPPY)
"FIRST NIGHTER"-Fri., 9:30 P.M.
"HINCLAY HINTELS"-Mon., 11:45 P.M.
"WOOLY THE MOH"-Thurs., 1:30 P.M.
"SAUTY SAYS"-Sat., 8:30 P.M.
CBS, NRC, Chicago.

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KENC
"Streets of Paris"
World's Fair, Chicago
WGN Nightly

fred allen's
HOUR OF SMILES
WITH
PORTLAND ROSS
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